

**FACE-TO-FACE COMPLEMENTARY SELLING OF  
HEALTH PRODUCTS IN GHANA**

**Ghana Social Marketing Foundation Limited (GSMFEL)**

Egbert Bruce  
Daniel Mensah  
John Idun  
Francis Ashabley

**FRONTIERS/Population Council**

James R. Foreit  
Philomena Nyarko

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## SUMMARY

**Objectives:** The study attempted to increase the sustainability of the Ghana Social Marketing Foundation (GSMF), one of the country's largest suppliers of contraceptives. GSMF sells some products at market or near market prices to pharmacies and a licensed chemical sellers network (CAREshops), and uses the margin to subsidize condoms and oral contraceptive sales. To increase the sales of its for-profit products, the organization tested complementary selling – asking customers if they would like to purchase a second product to go along with the original purchase (the recommended product is always a logical and useful addition to the index product).

**Methodology:** The study used a repeated measures design. Sixty-two CAREshop franchisees participated in the study, and were randomly assigned to intervention and control groups. The intervention group received three hours of training in complementary selling. A total of four product pairs were tested. The dependent variable was the value of complementary product sales to CAREshops.

**Results:** Relative to the control group, sale of complementary products to the experimental group was 35.1% higher at end line compared to -2.7% at baseline, but the difference was not statistically significant ( $p>0.10$ ).

**Conclusions:** Three of five complementary products were nutritional supplements that were paired with products used to treat acute illness (e.g. diarrhea, malaria). It appears that the complementary products were not successful because they did not contribute to immediate symptomatic relief, as did somewhat more successful combinations (e.g. analgesics with antimalarials). Despite negative results, instruction in complementary selling was added to the regular training course for new franchisees. It may be worthwhile to test complementary selling with more carefully matched products.

## **I. Introduction**

As a long-term survival strategy, many social marketing organizations are attempting to become less dependent on international donors by generating more funds locally. However, achieving the goal of financial sustainability is complicated by the fact that the programs have a social mission and must balance their sustainability goal with the goal of making products available to the poor.

The original mission of the Ghana Social Marketing Foundation (GSMF) was to increase family planning use in Ghana by selling contraceptives at heavily subsidized prices. This strategy allows GSMF to serve 37 percent of Ghana's oral contraceptive users and 50 percent of its condom users<sup>1</sup>. Although fulfilling the Foundation's social mission, the strategy does not contribute to its sustainability. In 2002, GSMF established Ghana Social Marketing Foundation Enterprises Limited (GSMFEL), a for-profit company. GSMFEL sells pharmaceutical products to retailers, and any profits are used to support the Foundation.

The market targeted by GSMFEL consists of shops owned by small businessmen called "licensed chemical sellers" who sell over the counter drugs and sundries. Sellers do not have the right to sell prescription medicines, but they are perhaps the most important provider of health products, including contraceptives, in the country's small towns and villages<sup>2</sup>.

To increase sales, GSMFEL is attempting to enroll approximately 700 sellers into a franchise called "CAREshop" by 2007. Franchisees have the right to use the CAREshop name, signs, and the standard blue and white exterior color pattern of the franchise. Chemical sellers also receive training in running a small business, and training in providing customers with appropriate products to treat their complaints, thereby potentially reducing self-misdiagnosis, and the use of inappropriate treatments. Perhaps the greatest benefit for franchisees is the right to purchase products from GSMFEL. As a volume purchaser, the company receives discounts from pharmaceutical distributors not offered to low volume chemical sellers. Part of GSMFEL's discount is passed on to franchisees, while the company retains the other part as profit.

CAREshop income depends on two factors: the number of franchisees, and the volume of franchisee sales to the public. Increasing the volume of sales benefits both the chemical seller and GSMFEL, but options for increasing sales are limited. Chemical sellers are barred from advertising and, since most shops are very small, do not have the space needed for point-of-purchase promotion. GSMFEL therefore decided to test complementary selling, a technique widely used in developed countries, to increase sales.

In the fast food and restaurant industries, servers are trained to offer additional food items or larger size items to customers. Similarly, Internet retailers often suggest additional products, based on the original item purchased<sup>3</sup>. Although common in developed countries, little or nothing is known about the effectiveness of the technique in markets composed of very low-income consumers, such as CAREshop clients.

The goal of this study was to determine if complementary selling could increase shop revenues. The study paired two or more related products, an “index product” and a “complementary product.” Chemical sellers were trained to offer an appropriate complementary product to each index product purchaser. GSMFEL hypothesized that training in complementary selling would increase the sales of complementary products for the trained group compared to a group not receiving training.

## **II. Methodology**

Sixty-two CAREshop franchisees participated in the study. The shops were selected because their duration in the program permitted measurement of sales over time. Franchisees were matched on total mean monthly product purchases from GSMFEL during their first four months in the program. Each member of the pair was randomly assigned to either experimental or control groups by coin toss.

The study was a trend analysis using a repeated measures design <sup>4</sup>. The intervention consisted of a one-day training course in complementary selling for the experimental group. Control franchisees received no training. Course content included an explanation of complementary selling, information about the products to be paired, the benefits to customer health in purchasing the products together, and warnings against polypharmacy - the inappropriate pairing of two or more products to increase profit. Theoretical training was followed by role plays to give franchisees the opportunity to practice complementary selling and to allow instructors to correct any problems (e.g., badgering the customer, failure to explain the benefits of using the two products together) in seller technique. A job aid was also developed to guide the experimental group in complementary selling. An information card outlined the steps in complementary selling and contained a list of index and appropriate complementary products.

Five groups of index and complementary products were paired including: (1) antimalarials with analgesics (2) antimalarials with nutritional supplements, (3) Oral Rehydration Salts with nutritional supplements, (4) antihelmenthics with nutritional supplements, and (5) condoms with a water-based lubricant. Originally, antiseptics and gauze dressings were considered for inclusion in the study, but discussions with CAREshop owners indicated that these products were usually purchased together by customers.

Product groups rather than individual products were paired because shops carry several different types of similar products. For example, fourteen types of antimalarials and many varieties of analgesics are carried, and participants were allowed to pair any appropriate analgesic with any appropriate antimalarial. All products used in the study were on the Ghana Essential Medicines List<sup>5</sup>. Appendix I lists all index and complementary products. Table 1 shows the index and complementary groups and the retail price range (in cedis) of products in each group.

**Table 1**  
**Index and Complementary Product Groups**

Index group	No. Products	Retail Price Range (Cedis)**	Complementary Group	No. Products	Retail Price Range (Cedis)**
Antimalarials*	14	2,000-38,000	Nutritional Supplements	6	2,300-16,500
			Analgesics	3	3,000-5,000
Oral Rehydration Salts	3	14,500-57,800	Nutritional Supplements	6	
Anthelmintics	10	4,000-6,000	Nutritional Supplements	6	
Condoms	3	1,000-15,000/pack	Lubricant	1	26,000/tube

\*Antimalarials could be paired with products from two groups of complementary products.

\*\* ¢9,200 = US\$1.00

The dependent measure was complementary product sales by GSMFEL to the CAREshops enrolled in the study. Because of inaccurate record keeping, data on sales from franchisees to the public were not used in the study. Differences between groups and group by month interactions were assessed by analysis of variance. Alpha level was set at  $p < 0.10$  because the consequences of a type I error were felt to be relatively minor (the intervention is extremely low cost and customers cannot be harmed by the complementary products).

The intervention began in mid-December 2004 immediately after experimental group training (because of the difficulty in assessing the impact of the intervention on December sales, the month was excluded from analysis). The intervention divided the study into a seven-month pretest (May-Nov 2004) and five-month post-test period (Jan-May 2005). Data from the first four pretest months were collected retrospectively; data for all other months were collected prospectively. The post intervention period was limited to 5 months.

Four mystery shoppers were used to monitor the frequency of complementary selling before and during the study. At each visit, the mystery shopper requested different index products, and filled out a brief checklist indicating whether the seller had offered a complementary product (see Appendix II). Mystery shoppers purchased all index and complementary products offered.

### III. Results

*Equivalence of groups:* The median monthly purchase of all products was approximately ₺352,281 (\$39) for the experimental and ₺342,691 (\$38) for the control group. The experimental group's monthly purchase range was ₺66,550 – ₺1,577,096 (\$7 - \$173), and the control group range was ₺108,100 – ₺1,853,218 (\$12 - \$204). During the course of the study, five sellers (two experimental and three controls) were excluded for non-compliance with CAREshop standards. Design assumptions required elimination of both members of the pair, reducing the number in each group to 26.

*Implementation of the intervention:* Forty-nine mystery shopper visits were made to control shops and 50 visits were made to shops in the experimental group during the month prior to the intervention. At each visit the mystery shopper purchased one of the index products and recorded whether they were offered a complementary product. During the post-intervention period, shoppers made 136 visits to control and 270 visits to experimental group shops. Table 2 shows the percent of visits where complementary products were offered to the shoppers.

**Table 2**  
**CAREshops Offering Complementary Products at Index Product Purchase**

Period of visit	% Shops offering nutritional supplement with ORS	% Shops offering nutritional supplement with anti-malarials	% Shops offering analgesics with anti-malarials	% Shops offering nutritional supplement with de-wormers	% Shops offering lubricant with condoms
Pre-intervention					
Control	20.0 (10)	30.0 (10)	70.0 (10)	22.2 (9)	0.0 (10)
Experimental	0.0 (10)	30.0 (10)	70.0 (10)	10.0 (10)	0.0 (10)
Post-intervention					
Control	42.9 (21)	43.8 (32)	84.4 (32)	55.0 (20)	0.0 (31)
Experimental	43.5 (69)	56.1 (66)	86.4 (66)	50.7 (69)	0.0 (67)

Note: number of mystery shopper visits is shown in parenthesis

Prior to the intervention, it appears that complementary selling was practiced when customers purchased antimalarials (prior to final selection of product pairs it was also determined that gauze dressings were customarily offered to purchasers of antiseptics), but was not usually practiced with the other combinations. Post-intervention, complementary selling increased for three of the four pairs for both the experimental and control groups. The exception was lubricant, which was not offered at any of the 118 condom purchases examined. We found no statistically reliable differences in complementary selling between the experimental and control groups either before or after the intervention. It may be that the experimental group did not implement the intervention, or that contamination between groups occurred.

*Complementary product-pair purchases from GSMFEL:* The study tested the hypothesis that training in face-to-face complementary selling would increase the sale of complementary products to the experimental group when compared to a control group not receiving training. As explained earlier, the proxy measure used to test this hypothesis was the volume of complementary product purchases. Table 3 shows the mean monthly purchases of complementary products in the pre- and post intervention periods by the 26 pairs of experimental and control CAREshop owners.

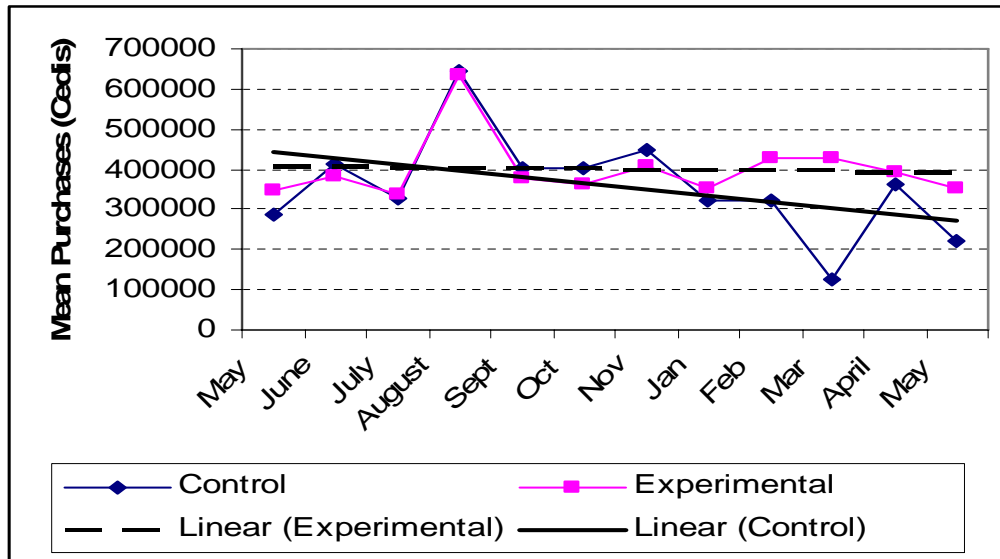
**Table 3**  
**Mean Monthly Purchases of Complementary Products by Study Group**

Group	Mean monthly purchases (¢)	Standard error	90% Confidence Interval	
			Lower bound	Upper bound
Pre-intervention				
Control	418,331.90	62,624.30	311,360.70	525,303.00
Experimental	406,998.50	68,541.96	289,919.10	524,077.80
Post intervention				
Control	270,635.80	51,607.50	182,482.90	358,788.60
Experimental	365,653.50	74,869.37	237,766.00	493,540.90

The data indicate that prior to the intervention, the mean monthly purchase of complementary products by the experimental group was 2.7% lower than that of the control group (¢418,332 for controls and ¢406,999 for the experimental group). After introduction of the complementary selling technique this trend was reversed. Even though the mean monthly purchases of complementary products by both the experimental and control groups actually declined over the period, the rate of decline was much lower in the experimental group than in the control group such that the mean monthly purchases by the experimental group during the post test period were 35.1% higher than that of the control group (¢270,636 for the controls versus ¢365,654 for the experimental group). As seen in Figure 1, the trend lines fitted to the curves depicting monthly complementary product purchases demonstrate the reversal in the pattern of complementary product purchases between the control and experimental groups.

The confidence limits for these data, however, suggest that the purchases by both the control and experimental groups during the two periods were not significantly different except in March 2005 when the mean complementary product purchase by the experimental group was 3.5 times greater than the control group. This conclusion was confirmed by a paired sample t-test.

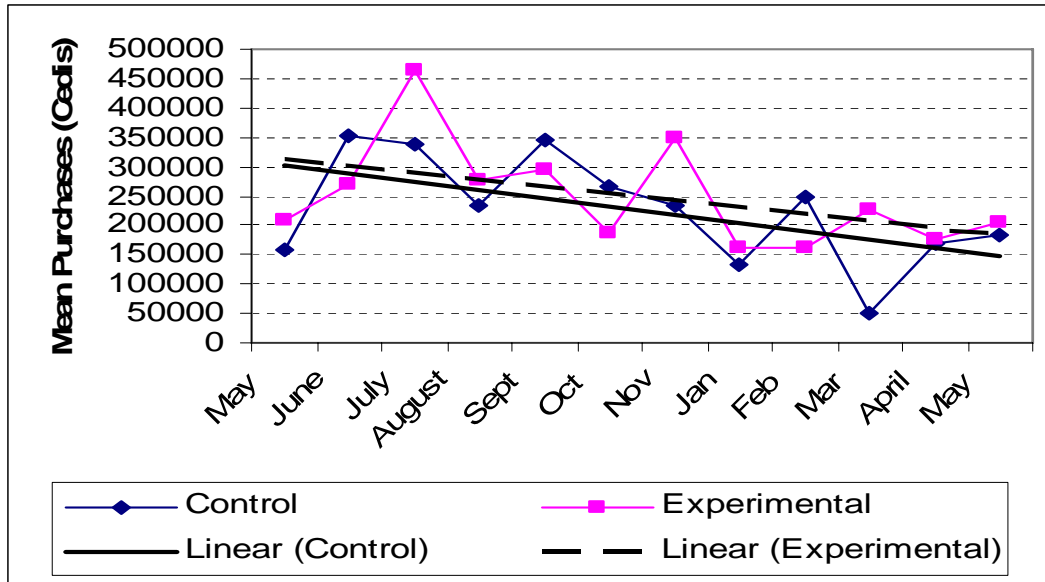
**Figure 1**  
**Mean Monthly Purchases of Complementary Products by Month of Purchase**  
**(May 2004-May 2005)**



The study also compared complementary product purchases with the level of index product purchases. The results show that there was a general decline in the volume of index product purchases by both the control and experimental group over time. However, there was a slight widening of the gap between the two groups in favor of the experimental group over time, but the monthly observed differences were not significant ( $p > .10$ ) except in March 2005 when purchases by the experimental group were 4.7 times higher than those of the control group (see Figure 2).



**Figure 2**  
**Mean Monthly Purchases of Index Products by Month of Purchase**  
**(May 2004-May 2005)**



*Multivariate analysis of complementary product purchases:* To test the null hypothesis that the mean complementary product purchases by the two groups are the same, the GLM repeated measures procedure was applied to the data. Table 3 shows the results of the test between subject effects. There is no significant difference in complementary product purchases between the control and experimental groups at  $p < .10$ . The analysis also failed to detect a significant month by group interaction (see Table 4).

**Table 3**  
**ANOVA of Mean Monthly Complementary Product Purchases**

Source of Variation (SV)	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Sum of Squares (MS)	F Ratio	Sig.
Intercept	7245636050267	1	7245636050267	74.606	0.000
Group	14139460436	1	14139460436	0.146	0.704
Error	4855914991522	50	97118299830		

**Table 4**

**ANOVA of Month by Group Interaction**

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Month	5226790631220.51	11	475162784656.410	2.844	.001
Month*Group	1393085484807.05	11	126644134982.459	.758	.682
Error (Month)	91883669333272.40	550	167061216969.586		

Although groups were matched on total purchases, Table 3 shows a significant intercept (i.e., a significant difference in complementary purchases between the control and experimental groups in the initial month of the study). An adjustment for this initial difference (not shown) was made by calculating the ratio of complementary purchases to index purchases. Although the adjustment reduced the initial month difference, results remained non-significant. Extreme variability in purchasing frequency (in any given month, the value of 30 –60 percent of franchisee purchases from GSMFEL was zero) contributed to the large error term.

Because few CAREshops made regular monthly purchases from GSMFEL, sales to CAREshops, the dependent variable, is not a good proxy for sales to the public over the relatively short period of the experiment. Therefore, in September 2005, in-depth interviews with all 26 experimental group franchisees were used to gather information on complementary selling behaviors by the shops, and the perceived benefits of the techniques to the franchisees themselves. Specifically, we were interested in six topics:

1. *Did CAREshop managers practice complementary selling?* Managers confirmed that they sometimes practiced complementary selling prior to training, but said they greatly increased the practice after training. All interviewees stated they had “almost always” or “sometimes” tried complementary selling after training.

2. *What were the most and least successful product pairs?* When respondents were asked to list the most successful product pairs and assign reasons for their success, they indicated that antimalarial / analgesic and antimalarial / nutritional supplements were the major successful combinations. Interviewees further felt these combinations were most successful due to the rapid recovery of purchasers, and to the acute nature of the malaria attack.

Managers reported that the condom / lubricant pair was the least successful combination, followed by the oral rehydration / nutritional supplement combination. Interviewees

stated that many customers believed that some nutritional supplements worsen the condition, and that this led to a low success rate for selling the combination.

GSMFEL sales averaged three packs of condoms per month to both experimental and control shops, however, virtually none of the complementary product, water based lubricant, was sold. Reasons given by managers for almost non-existent lubricant sales included high cost, and purchaser inability to appreciate the complementary role of the lubricant. The in-depth interview results also suggest that the lack of appreciation of the condom/lubricant combination by the managers themselves contribute to the poor results obtained from this product pair.

*3. Did complementary selling increase CAREshop revenues?* All franchisees believed that complementary selling increased revenues. All interviewees indicated that the complementary selling technique was most effective in increasing the sale of products including cotton wool and analgesics – products that were routinely offered to customers prior to the experiment. Furthermore, managers indicated that the technique helped “a lot” in increasing sales of these products. Respondents also identified indirect economic benefits from the technique. When the complementary product was perceived as helpful, the customer was more likely to make repeat visits and refer other clients.

*4. Did shop managers believe there were any non-economic benefits from complementary selling?* The managers felt that complementary selling enabled them to offer a better service to customers. All but one respondent indicated that his/her ability to select appropriate medicines and products for the management of illnesses was enhanced by practicing complementary selling.

*5. How did customers respond to complementary selling?* The most frequent positive feedback from clients about the technique was related to recovery from their ailment. As one CAREshop manager said, “Clients usually come back saying how effectively the combined drugs worked.” Fewer than half of the respondents reported negative feedback about the technique. Negative feedback was related to increased cost. Another manager commented, “clients usually complain of money as they will have to spend more than usual with the complementary sale.”

*6. Generalization of complementary selling to other products:* Some interviewees said they generalized complementary selling principles to other products. All but one respondent felt that training in the technique indirectly increased sales by giving them the confidence to stock a wider variety of items, knowing they could be sold using the techniques learned in training.

#### **IV. Discussion**

Prior to the intervention, the mean monthly purchase of complementary products by CAREshops from GSMFEL was similar for the two study groups. After the intervention,

more complementary product purchases were made by the experimental than by the control group, but the difference in purchasing was not statistically reliable.

The type of complementary products studied offers the most parsimonious explanation of the negative results. We found that offering analgesics with antimalarials was routine prior to the intervention, and that training in complementary selling did not increase the frequency of offering them during the post intervention period. Antimalarials and analgesics are a natural pair. The analgesic easing painful symptoms while the antimalarial attacks the disease-causing parasite. Anecdotal evidence also suggested that a second pair, antiseptics and gauze dressings, were also routinely sold complementarily by CAREshops. Like antimalarials and analgesics the latter form a natural pair, with one product preventing infection, and the other protecting the wound.

Franchisees made no attempt whatsoever to offer lubricants with condoms before or after the intervention. The main reasons can be attributed to the managers' own opinions and attitudes about the product. Many managers felt that there would be little demand for the lubricants because of their high cost (¢26,000/tube of KY Jelly vs. ¢1000 - ¢15,000/pack of condoms) and the possible failure of clients to appreciate the combination, while others felt that the use of lubricants with condoms was unnecessary. These attitudes, however, did not significantly affect condom purchases.

The remaining three pairs of products all included nutritional supplements (nutritional supplements paired with ORT salts, antihelmenthics, and antimalarials, respectively). These products were infrequently paired both before and during the experiment, and there was also little difference between experimentals and controls, suggesting that managers made little effort to practice complementary selling with these products. Although useful from a health point of view, nutritional supplements do not help alleviate the immediate symptoms of diarrhea, parasitic infection, or malaria. Therefore managers were probably less likely to offer nutritional supplements and their customers may have been reluctant to purchase products that did not contribute to the amelioration of acute symptoms.

An important lesson of this study is that products that are offered together should be truly complementary in the sense that they both deal with immediate problems and/or symptoms. CAREshop owners felt that complementary selling allowed them to provide a better service to customers, and made them more amenable to stocking new products if they could be paired and sold with existing items. Most interviewed managers stated that complementary selling did increase sales to the public. Because CAREshop sales records are not reliable, it was not possible to determine if this impression was accurate or not.

As a result of the study, GSMFEL added an approximately three-hour module on complementary selling to its basic CAREshop training course. Monetary costs of adding the module were minimal as the session content had already been designed and facilitators were trained as part of the operations research study. Opportunity costs were also low, as the module was inserted into an open slot in the course agenda.

Although this study did not increase GSMFEL revenue, the technique may still be useful in serving both client health and provider financial goals if the products that are paired have a complementary effect in relieving symptoms, or if treatment is more effective (as in the case of antiseptic and gauze) as a result of using the products together. This study examined the complementary selling of health products, but providers may also want to experiment with service and product pairs and/or service and service pairs.

## Endnotes

1. Ghana Statistical Service (GSS), Noguchi Memorial Institute for Medical Research (NIMR), and ORC Macro. 2004. Ghana Demographic and Health Survey 2003. Calverton Md: GSS, NIMR and ORC Macro. Page 79.
2. Ibid. Page 81
3. Brian Wolf. 1999. "Customer Specific Marketing: The New Power in Retailing", in Don Peppers et al eds. The One to One Fieldbook, Doubleday, New York, p 46.
4. For a description of repeated measures designs, see Alan Edwards. 1985. Experimental Design in Psychological Research, 5th Edition. Harper & Row, New York, pp. 271-303.
5. Ghana National Drugs Program, Ministry of Health. 2004. Ghana Essential Medicines List, Ministry of Health.

## APPENDIX I

### Recommended Complementary Product List

Main Product	Complementary Product
<b>Antimalarials</b>	<b>Nutritional supplements</b>
Syr Chloroquine	Syr M'vite+VitB
" Malarex	Syr Virol
" Amodiaquine	" Durol
Tabs Amodiaquine	" Haemoglobin
" Chloroquine	" Zincovit
" Artesunate	Tabs M'vite+VitBCo+FeSO4
" Malafan	
" Suldox	<b>Analgesics</b>
" Maladar	Tabs & Syr Ibuprofen
" Malasate	Tabs & Syr Paracetamol
" Kinaquin 4:4:2	" Diclofenac 50mg
" Kinaquin 2:2:1	
" Kinaquin jnr	
" Kinaquin inf	<b>Insecticide treated Nets</b>
<b>Rehydration salts</b>	<b>Nutritional Supplements</b>
ORS	Syr M'vite+VitB
Dextrolite	Syr Virol
FlavORS	" Durol
	" Haemoglobin
	" Zincovit
	Tabs M'vite+VitBCo+FeSO4
<b>Dewormers</b>	<b>Nutritional Supplements</b>
Tabs Zentel	Syr M'vite+VitB
" Vermox	Syr Virol
" Helmazole	" Durol
" Benol	" Haemoglobin
" Wormplex 400	" Zincovit
" Ovis	Tabs M'vite+VitBCo+FeSO4
Syr Vermox	
" Zentel	
Susp Helmazole	
" Wormplex 400	
<b>Antiseptics</b>	<b>Dressings</b>
Eusol	Cotton wool 100g
Methylated Spirit	Cotton wool 200g
Iodine lotion	Gauze swabs
Merchurochrome paint	Gauze rolls
GV paint	Plaster
<b>Condoms</b>	<b>Lubricants</b>
Bazooka	KY Jelly personal size
Champion	KY Jelly large size
Panther	

## Appendix II

### Mystery Shopper Checklist

**Scenario 1:** Present yourself as the parent/woman with your relative/husband who has had their hand cut about 5 minutes (maximum) ago. Use the common language of the area if possible. Ask for an antiseptic. ***Do not provide any additional information unless directly asked for more information.*** Purchase the drugs recommended and leave the shop.

#### SECTION A - Antiseptics

	Products		
a1	Were you offered Eusol?	Yes .....1 No .....2	
a2	Did you purchase Eusol?	Yes .....1 No .....2	
a3	Were you offered Mentholated Spirit?	Yes .....1 No .....2	
a4	Did you purchase Mentholated Spirit?	Yes .....1 No .....2	
a5	Were you offered Iodine Lotion?	Yes .....1 No .....2	
a6	Did you purchase Iodine Lotion?	Yes .....1 No .....2	
a7	Were you offered Mercurochrome paint?	Yes .....1 No .....2	
a8	Did you purchase Mercurochrome paint?	Yes .....1 No .....2	
a9	Were you offered GV paint?	Yes .....1 No .....2	
a10	Did you purchase GV paint?	Yes .....1 No .....2	
a11a	Were you offered other anticeptic(s) products not listed? (Specify)	Yes .....1 No .....2	
a11b			
a11c			
a12a	Did you purchase other anticeptic(s) products not listed? (Specify)	Yes .....1 No .....2	
a12b			
a12c			

a13. Were you offered any dressing(s) product?      Yes.....1                      No.....2

(If Yes complete Section B otherwise skip Section B and go to Section C)

### SECTION B - Dressings

	Products		
b1	Were you offered Cotton wool 100g?	Yes .....1 No .....2	
b2	Did you purchase Cotton wool 100g?	Yes .....1 No .....2	
b3	Were you offered Cotton wool 200g?	Yes .....1 No .....2	
b4	Did you purchase Cotton wool 200g	Yes .....1 No .....2	
b5	Were you offered Gauze swabs?	Yes .....1 No .....2	
b6	Did you purchase Gauze swabs?	Yes .....1 No .....2	
b7	Were you offered Gauze rolls?	Yes .....1 No .....2	
b8	Did you purchase Gauze rolls?	Yes .....1 No .....2	
b9	Were you offered Plaster?	Yes .....1 No .....2	
b10	Did you purchase Plaster?	Yes .....1 No .....2	
b11a	Were you offered other dressing(s) product? (Specify)	Yes .....1 No .....2	
b11b			
b11c			
b12a	Did you purchase other dressing(s) product? (Specify)	Yes .....1 No .....2	
b12b			
b12c			

### SECTION C

c1. Were you offered any other products? Yes.....1 No.....2  
If Yes (Specify)

1. ....
2. ....
3. ....
4. ....



**Scenario 2:** Present yourself as a young man/woman with loss of appetite, stomachaches, spitting a lot, and that you feel dizzy and suspect worm infestation. Use a common language used in the area, if possible. Ask for a dewormer. ***Do not provide any additional information unless directly asked for more information.*** Purchase the drugs recommended and leave the shop.

**SECTION A - Dewormers**

	Products		
a1	Were you offered Tabs Zentel?	Yes .....1 No .....2	
a2	Did you purchase Tabs Zentel?	Yes .....1 No .....2	
a3	Were you offered Tabs Vermox?	Yes .....1 No .....2	
a4	Did you purchase Tabs Vermox?	Yes .....1 No .....2	
a5	Were you offered Tabs Helmazole?	Yes .....1 No .....2	
a6	Did you purchase Tabs Helmazole?	Yes .....1 No .....2	
a7	Were you offered Tabs Deworm?	Yes .....1 No .....2	
a8	Did you purchase Tabs Deworm?	Yes .....1 No .....2	
a9	Were you offered Wormplex 400?	Yes .....1 No .....2	
a10	Did you purchase Wormplex 400?	Yes .....1 No .....2	
a11	Were you offered Tabs Ovis?	Yes .....1 No .....2	
a12	Did you purchase Tabs Ovis?	Yes .....1 No .....2	
a13	Were you offered Syrup Vermox?	Yes .....1 No .....2	
a12	Did you purchase Syrup Vermox ?	Yes .....1 No .....2	
a14	Were you offered Syrup Zentel?	Yes .....1 No .....2	
a15	Did you purchase Syrup Zentel?	Yes .....1 No .....2	
a16	Were you offered Susp Helmazole?	Yes .....1 No .....2	
a17	Did you purchase Susp Helmazole?	Yes .....1 No .....2	
a18	Were you offered Susp Wormplex 400	Yes .....1 No .....2	
a19	Did you purchase Susp Wormplex 400	Yes .....1 No .....2	
a20a	Were you other dewormer(s) product? (Specify)	Yes .....1 No .....2	
a20b			
a20c			

a21a	Did you purchase other dewormer(s) product? (Specify)	Yes .....1 No .....2	
a21b			
a21c			

a22. Were you offered any Nutritional Supplement(s) product?

Yes.....1

No.....2

(If Yes complete Section B otherwise skip Section B and go to Section C)

#### SECTION B – Nutritional Supplements

	Products		
b1	Were you offered Syr M'vite + Vit B?	Yes .....1 No .....2	
b2	Did you purchase Syr M'vite + Vit B?	Yes .....1 No .....2	
b3	Were you offered Syrup Virol?	Yes .....1 No .....2	
b4	Did you purchase Syrup Virol?	Yes .....1 No .....2	
b5	Were you offered Syrup Durol?	Yes .....1 No .....2	
b6	Did you purchase Syrup Durol?	Yes .....1 No .....2	
b7	Were you offered Syrup Haemoglobin?	Yes .....1 No .....2	
b8	Did you purchase Syrup Haemoglobin?	Yes .....1 No .....2	
b9	Were you offered Syrup Zincovit?	Yes .....1 No .....2	
b10	Did you purchase Syrup Zincovit?	Yes .....1 No .....2	
b11	Were you offered Tabs M'vite + VitBCo + FeSo4?	Yes .....1 No .....2	
b12	Did you purchase Tabs M'vite + VitBCo + FeSo4?	Yes .....1 No .....2	
b13a	Were you offered other Nutritional Supplement(s) (Specify)	Yes .....1 No .....2	
b13b			
b13c			
b14a	Did you purchase other Nutritional Supplement(s)? (Specify)	Yes .....1 No .....2	
b14b			
b14c			

### SECTION C

c1.	Did seller explain to you the benefits of the combinations?	Yes .....1 No .....2	
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c.2. Were you offered any other products? Yes.....1 No.....2  
If Yes (Specify)

1.....

2.....

3.....

4.....

**Scenario 3:** Present yourself as the mother/father/relative of a 3-year old child (boy/girl) asking for antimalarial treatment for your child at home who feels feverish and has been vomiting. Use the common language of the area if possible. Ask for an antimalarial drug. *Do not provide any additional information unless directly asked for more information.* Purchase the drugs recommended and leave the shop.

### SECTION A – Antimalarial

	Products		
a1	Were you offered Syr Chloroquine?	Yes .....1 No .....2	
a2	Did you purchase Syr Chloroquine?	Yes .....1 No .....2	
a3	Were you offered Syr Malarex?	Yes .....1 No .....2	
a4	Did you purchase Syr Malarex?	Yes .....1 No .....2	
a5	Were you offered Syr Amodiaquine?	Yes .....1 No .....2	
a6	Did you purchase Syr Amodiaquine?	Yes .....1 No .....2	
a7	Were you offered Tabs Amodiaquine?	Yes .....1 No .....2	
a8	Did you purchase Tabs Amodiaquine?	Yes .....1 No .....2	
a9	Were you offered Tabs Chloroquine?	Yes .....1 No .....2	
a10	Did you purchase Tabs Chloroquine?	Yes .....1 No .....2	
a11	Were you offered Tabs Artesunate?	Yes .....1 No .....2	
a12	Did you purchase Tabs Artesunate?	Yes .....1 No .....2	
a13	Were you offered Tabs Malafan?	Yes .....1 No .....2	
a14	Did you purchase Tabs Malafan?	Yes .....1 No .....2	

a15	Were you offered Tabs Suldox?	Yes .....1 No .....2	
a16	Did you purchase Tabs Suldox?	Yes .....1 No .....2	
a17	Were you offered Tabs Maladar?	Yes .....1 No .....2	
a18	Did you purchase Tabs Maladar?	Yes .....1 No .....2	
a19	Were you offered Tabs Malasate?	Yes .....1 No .....2	
a20	Did you purchase Tabs Malasate?	Yes .....1 No .....2	
a21	Were you offered Tabs Kinaquin 4:4:2?	Yes .....1 No .....2	
a22	Did you purchase Tabs Kinaquin 4:4:2?	Yes .....1 No .....2	
a23	Were you offered Tabs Kinaquin 2:2:1?	Yes .....1 No .....2	
a24	Did you purchase Tabs Kinaquin 2:2:1?	Yes .....1 No .....2	
a25	Were you offered Tabs Kinaquin Jnr?	Yes .....1 No .....2	
a26	Did you purchase Tabs Kinaquin Jnr?	Yes .....1 No .....2	
a27	Were you offered Tabs Kinaquin Inf?	Yes .....1 No .....2	
a28	Did you purchase Tabs Kinaquin Inf?	Yes .....1 No .....2	
a29a	Were you offered other antimalarial(s)? (Specify)	Yes .....1 No .....2	
a29b			
a29c			
a30a	Did you purchase other antimalarial(s) ? (Specify)	Yes .....1 No .....2	
a30b			
a30c			

a.31. Were you offered any Nutritional Supplements and/or Analgesic?

Yes .....1

No.....2

(If Yes, complete Section B otherwise skip Section B and got to Section C)

## SECTION B

### i. Section B - Nutritional Supplement

	Products		
b1	Were you offered Syr M'vite + Vit B?	Yes .....1 No .....2	
b2	Did you purchase Syr M'vite + Vit B?	Yes .....1 No .....2	
b3	Were you offered Syrup Virol?	Yes .....1 No .....2	
b4	Did you purchase Syrup Virol?	Yes .....1 No .....2	
b5	Were you offered Syrup Durol?	Yes .....1 No .....2	
b6	Did you purchase Syrup Durol?	Yes .....1 No .....2	
b7	Were you offered Syrup Haemoglobin?	Yes .....1 No .....2	
b8	Did you purchase Syrup Haemoglobin?	Yes .....1 No .....2	
b9	Were you offered Syrup Zincovit?	Yes .....1 No .....2	
b10	Did you purchase Syrup Zincovit?	Yes .....1 No .....2	
b11	Were you offered Tabs M'vite + VitBCo + FeSo4?	Yes .....1 No .....2	
b12	Did you purchase Tabs M'vite + VitBCo + FeSo4?	Yes .....1 No .....2	
b13a	Were you offered other Nutritional Supplement(s) not listed? (Specify)	Yes .....1 No .....2	
b13b			
b13c			
b14a	Did you purchase other Nutritional Supplement(s) not listed? (Specify)	Yes .....1 No .....2	
b14b			
b14c			

**ii. Section B - Analgesics**

	Products		
b15	Were you offered Tabs & Syr Ibuprofen?	Yes .....1 No .....2	
b16	Did you purchase Tabs & Syr Ibuprofen?	Yes .....1 No .....2	
b17	Were you offered Tabs & Syr Paracetamol?	Yes .....1 No .....2	
b18	Did you purchase Tabs & Syr Paracetamol?	Yes .....1 No .....2	
b19	Were you offered Tabs Diclofenac 50mg?	Yes .....1 No .....2	
b20	Did you purchase Tabs Diclofenac 50mg?	Yes .....1 No .....2	
b21a	Were you offered other Analgesic(s) not listed?(Specify)	Yes .....1 No .....2	
b21b			
b21c			
b22a	Did you purchase other Analgesic(s) not listed?(Specify)	Yes .....1 No .....2	
b22b			
b22c			

**SECTION C**

c1. Did the seller instruct you/explain to you the dosage of the drugs?

Yes.....1

No.....2

c2a. Were you offered any other products?

Yes.....1

No.....2

If Yes (Specify)

i.....

ii.....

iii.....

iv.....

**Scenario 4:** Present yourself as the adult sent to buy ORS for a 4-year-old child at home with mild diarrhea that has no appetite and has passed 2 loose stools since morning. Use the common language of the area if possible. Ask for an ORS. ***Do not provide any additional information unless directly asked for more information.*** Purchase the drugs recommended and leave the shop.

**SECTION A – Rehydration Salt**

	Products		
a1	Were you offered ORS?	Yes .....1 No .....2	
a2	Did you purchase ORS?	Yes .....1 No .....2	
a3	Were you offered Dextrolite?	Yes .....1 No .....2	
a4	Did you purchase Dextrolite?	Yes .....1 No .....2	
a5	Were you offered FlaVORS?	Yes .....1 No .....2	
a6	Did you purchase FlaVORS?	Yes .....1 No .....2	
a7a	Were you offered other Rehydration Salt(s) not listed? (Specify)	Yes .....1 No .....2	
a7b			
a7c			
a8a	Did you purchase other Rehydration Salt(s) not listed? (Specify)	Yes .....1 No .....2	
a8b			
a8c			

a9. Were you offered any Nutritional Supplements?                      Yes.....1                      No.....2

(If Yes complete Section B otherwise skip Section B and go to Section C)

**SECTION B – Nutritional Supplement**

	Products		
b2	Were you offered Syr M'vite + Vit B?	Yes .....1 No .....2	
b3	Did you purchase Syr M'vite + Vit B?	Yes .....1 No .....2	
b4	Were you offered Syrup Virol?	Yes .....1 No .....2	
b5	Did you purchase Syrup Virol?	Yes .....1 No .....2	
b6	Were you offered Syrup Durol?	Yes .....1 No .....2	
b7	Did you purchase Syrup Durol?	Yes .....1 No .....2	
b8	Were you offered Syrup Haemoglobin?	Yes .....1 No .....2	
b9	Did you purchase Syrup Haemoglobin?	Yes .....1 No .....2	
b10	Were you offered Syrup Zincovit?	Yes .....1 No .....2	
b11	Did you purchase Syrup Zincovit?	Yes .....1 No .....2	
b12	Were you offered Tabs M'vite + VitBCo + FeSo4?	Yes .....1 No .....2	
b13	Did you purchase Tabs M'vite + VitBCo + FeSo4?	Yes .....1 No .....2	
b14a	Were you offered other Nutritional Supplement(s) not listed? (Specify)	Yes .....1 No .....2	
b14b			
b14c			
b15a	Did you purchase other Nutritional Supplement(s) not listed? (Specify)	Yes .....1 No .....2	
b15b			
b15c			

**SECTION C**

c1	Did seller instruct you/explain to you the dosage for the ORS?	Yes .....1 No .....2	
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C2. Were you offered any other products?                      Yes.....1                      No.....2

If Yes, (Specify)

i.....

ii.....

iii.....

iv.....



**Scenario 5:** Present yourself as the adult buying condoms. You actually prefer 2 specific brands of condoms (Bazooka as first choice followed by Champion). Use the common language of the area if possible. Ask for about ₦2,000 worth of Bazooka. Ask for Champion if Bazooka is not available. ***Do not provide any additional information unless directly asked for more information.*** Purchase products offered and leave the shop.

**SECTION A - Condoms**

	Products		
a1	Were you offered Bazooka?	Yes .....1 No .....2	
a2	Did you purchase Bazooka?	Yes .....1 No .....2	
a3	Were you offered Champion?	Yes .....1 No .....2	
a4	Did you purchase Champion?	Yes .....1 No .....2	
a5	Were you offered Panther?	Yes .....1 No .....2	
a6	Did you purchase Panther?	Yes .....1 No .....2	
a7a	Were you offered other brands of condoms not listed?(Specify)	Yes .....1 No .....2	
a7b			
a7c			
a8a	Did you purchase other brands of condoms not listed? (Specify)	Yes .....1 No .....2	
a8b			
a8c			

a9. Were you offered any Lubricants?      Yes.....1      No.....2

(If Yes, complete Section B otherwise skip Section B and go to Section C)

**SECTION B - Lubricant**

b1	Were you offered a personal size KY Jelly?	Yes .....1 No .....2	
b2	Did you purchase a personal size KY Jelly?	Yes .....1 No .....2	
b3	Were you offered a large size KY Jelly?	Yes .....1 No .....2	
b4	Did you purchase a large size KY Jelly?	Yes .....1 No .....2	
b5a	Were you offered another Lubricant not listed?(Specify)	Yes .....1 No .....2	
b5b			
b6a	Did you purchase another Lubricant not listed? (Specify)	Yes .....1 No .....2	
b6b			

**SECTION C**

b7. Were you offered any other products?                      Yes.....1                      No.....2

If Yes (Specify)

i.....

ii.....

iii.....

iv.....

## Appendix III

### IN-DEPTH INTERVIEW GUIDE

#### Shop Information:

<b>Shop Name</b>		
<b>Group Type</b>	<b>1. Test</b>	
<b>Region:</b>	<b>District:</b>	<b>Town/Village:</b>
<b>Data Collector name/code:</b>	<b>1. Rural      2. Urban</b>	<b>Date of Visit:</b>

1. Did you try the complementary selling technique?

Yes ☐ No ☐

2. What index products did you use the technique with?

Specify product(s):

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3. Were you doing complementary selling technique before the training course?

Yes ☐ No ☐

4. Have your daily sales increased since you started applying the complementing selling technique?

Yes ☐ No ☐

5. Do you think that complementary selling technique contributed to the sales increase?

Yes ☐ No ☐

6. What other factors helped increase sales?

- a) Selling more brand products ☐
- b) Selling more generic products ☐
- c) Other (specify) ☐

7. How often did you offer the following Index/Complementary combinations?

- a) Dewormers / Nutritional Supplements  
 Almost always ☐ sometimes ☐ almost never ☐
- b) Antimalarial / Nutritional supplements  
 Almost always ☐ sometimes ☐ almost never ☐
- c) Antimalarial / Analgesic

Almost always ☐ Sometimes ☐ almost never ☐

d) Rehydration salts / Nutritional Supplements

Almost always ☐ Sometimes ☐ almost never ☐

e) Condoms / Lubricants e.g. KY Jelly

Almost always ☐ Sometimes ☐ Almost never ☐

8. What combinations do you think were most successful? WHY?

a) Dewormers / Nutritional Supplements ☐

b) Antimalarial / Nutritional supplements ☐

c) Antimalarial / Analgesic ☐

d) Rehydration salts / Nutritional Supplements ☐

e) Condoms / Lubricants, e.g. KY Jelly ☐

9. What combinations do you think were least successful? WHY?

a) Antimalarial / Nutritional supplements ☐

b) Antimalarial / Analgesic ☐

c) Dewormers / Nutritional supplements ☐

d) Rehydration Salts / Nutritional supplements ☐

e) Condoms / Lubricants, e.g. KY Jelly ☐

10. What reasons will you assign to your choice in Q9?

a) Price, lack of product knowledge ☐

b) Lack of product ☐

c) Product used but not sold by LCS ☐

11. Do you think the technique increased the sales of any products? Yes ☐ 2.No ☐

If "yes" list the products....

12. Overall, do you think complementary selling increased your sales?

a) Not at all ☐

b) A little bit ☐

c) A lot ☐

13. Have you gained confidence to stock products knowing you could sell them through the complementary selling technique?

1. Yes ☐ 2. No ☐

14. Has complementary selling technique improved your ability to choose/select appropriate medications / products from the product range available in the management of diseases in your shop?

1. Yes ☐ 2. No ☐

15. Did you get improved treatment outcome with the application of complementary selling technique?

1. Yes ☐ 2. No ☐

16. Have you received much feedback from your clients when you offered them additional products?

What is the positive feedback?

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What is the negative feedback?

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17. Have you applied the technique to other products in your CAREshop? (Not Specified)

1. Yes    2. No